Offer Brief Template

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Potential Product Name Ideas:

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Level of consciousness: Low/High

-

Level of Awareness:

-

Stage of Sophistication:

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Match Your Marketing With The Level of The Market
Level of market sophistication
Skepticism of your prospects
LEVEL 1:
Birth of market
Just make any claim
LEVEL 2:
Make the claim bigger than your competition.
LEVEL 3:
Introduce a mechanism that offers a logical reason why your claim is achievable.
LEVEL 4:
Create a better mechanism or an upgraded version of the previous mechanism.
LEVEL 5:
The market's level of skepticism is at the maximum.
They no longer believe in any mechanisms.
New advanced marketing strategies must be activated.
Time, Amount & Quality of Buying Experiences

Big Idea

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Metaphor

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Potential UMP (unique mechanism of the problem)

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Potential UMS (unique mechanism of the solution)

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Guru:

Discovery Story

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Product:

-

Potential Headline/Subheadline Ideas

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List all objections you can think of

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Belief Chains (what does the prospect have to believe in order to buy)

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Funnel Architecture

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Potential domains

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Examples/Swipes

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Other notes

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